

A nighttime photograph of a city skyline, likely New York City, featuring several tall skyscrapers. The buildings are illuminated with warm yellow and orange lights, and some have red and blue light trails streaking across them. In the foreground, there are blurred light trails from cars on a highway, suggesting a long-exposure shot. The overall scene is vibrant and dynamic, representing a smart city environment.

# SMARTER WAYS OF SERVICING CITIES

Wilson HTM Digital Disrupters Conference





# Behind every picturesque landscape....

There are thousands of **people** working to make the **city run smoothly...**







Inside every building, there are thousands of  
**services** and thousands of **people** that need services









Within every community, there are thousands of **services** and thousands of **people** that need services







An aerial night view of the New York City skyline, featuring numerous illuminated skyscrapers and the Hudson River in the background. A semi-transparent dark blue rectangular box is overlaid on the upper portion of the image, containing white and orange text.

Imagine what it takes  
to run a city

...Imagine the **CHALLENGES**





By 2050

6.4 billion  
people will  
live in urban areas\*

almost 2.5 billion  
more than  
today

\*World Urbanization Prospects, United Nations, 2014



*Annual expenditure on building operations and maintenance (excluding energy costs) is estimated at between 3% and 5% of GDP in western markets\*.*

*...every building in the world needs to be serviced and every person in every building needs services too.*



**Now imagine the OPPORTUNITY...**



An aerial photograph of New York City at dusk. The skyline is filled with numerous skyscrapers, many of which are illuminated with lights. The city is surrounded by water, and the sky is a mix of blue and orange hues from the setting or rising sun. The text is overlaid on the lower half of the image.

# Urbanise is re-imagining the future of service delivery for cities

We are challenging status quo and thinking of **smarter** ways to service our **cities**





# The urbanise Platform

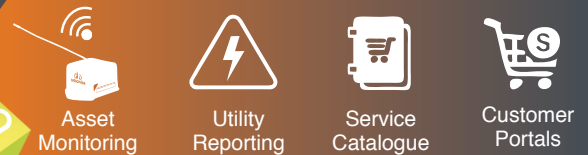
## TRADITIONAL BUILDING OPERATORS



## ADVANCED BUILDING OPERATIONS

Efficient and effective service delivery

## NON TRADITIONAL BUILDING OPERATORS



**IOT (Internet of Things)** Enhanced visibility & response  
**21ST CENTURY CUSTOMER SERVICE** Service anywhere anytime

# SMARTER WAYS TO SERVICE OUR CITIES



*Smart Buildings will self-report, and even self-diagnose when they are sick.*

*Smart Buildings will use condition based monitoring to predict breakdowns and maintenance needs, autonomously make decisions, control their own environments and tell an FM provider 'come and fix me'.*



# Industry Disruptors





# Business Benefits of a Unique Platform



## Strata Management

Strata management made simple with faster response times and improved efficiency



## Asset Monitoring

Real time visibility, strategic control and reduced risk of asset breakdown



## Mobile Workforce

Streamlined operations, improved communication and customer service



## Operation Centre

Faster response rate, reduced operational overhead costs, improved efficiency



## Service Catalogue

Additional revenue streams with potential EBITDA uplift



## Utility Reporting

Energy optimisation and related cost savings



# The Urbanise Eco-system

With a **single point of access** to this unique set of functionalities, the Urbanise platform creates an **ecosystem** with real business benefits for clients



The Urbanise Platform offers service providers the tools to **service cities in smarter ways** and **empowers** them to focus on the bigger picture – more efficient buildings and facilities, genuine customer service and less time spent on administration and troubleshooting



# Value Offering of the Future

## Main trends shaping the future:

- ✓ **URBANISATION:** 6.4 billion people predicted to live in urban areas by 2050\*
- ✓ **CLIMATE CHANGE:** Climate concerns make energy monitoring crucial
- ✓ **INTERNET OF THINGS (IoT):** The increasing ability to network things and harness / exchange data provides endless opportunities
- ✓ **E-COMMERCE:** We are now seeing a rise in the use of E-commerce for services, not just goods
- ✓ **M2M:** Machine To Machine remote controlling and communication
- ✓ **FLEXIBLE WORKPLACES:** Increase in work flexibility and working from home is changing our demand for services
- ✓ **ACCESSIBILITY:** Consumers expectations to access information and services online whenever and wherever they want

## The URBANISE Offering:

- ✓ **CLOUD TECHNOLOGY:** Subscription model with low capital expenditure, scalable cost model and easy to deploy
- ✓ **ASSET MONITORING:** Smart sensors that detect early signs of asset failure and prevent breakdowns before they happen
- ✓ **SERVICE CATALOGUE:** Offers building occupants access to services online – anywhere, anytime
- ✓ **OPERATION CENTRE:** Traditionally manual processes automated to simplify communication and streamline operations
- ✓ **MOBILE WORKFORCE:** Provides all parties transparency, visibility and control
- ✓ **UTILITY REPORTING:** Energy optimisation and related cost savings

\*World Urbanization Prospects, United Nations, 2014



# Route to Market is to Target Tier 1

Around **20 operators** in each region manage a large percentage of the **high value / high density buildings** in a city

Premium Office Buildings  
Premium Apartment Towers  
Gated Communities  
Corporate Office Portfolios  
Distributed Branch Offices  
Government Contracts  
Service Aggregators

**Tier 1**  
**Integrated**  
**Service Providers**

**10-20**  
companies

**Urbanise**  
primary route to  
market

Office Buildings  
Apartment Blocks  
Factories

**Tier 2 Single Service**  
**Companies**

**Hundreds**  
of companies

Offices  
Homes

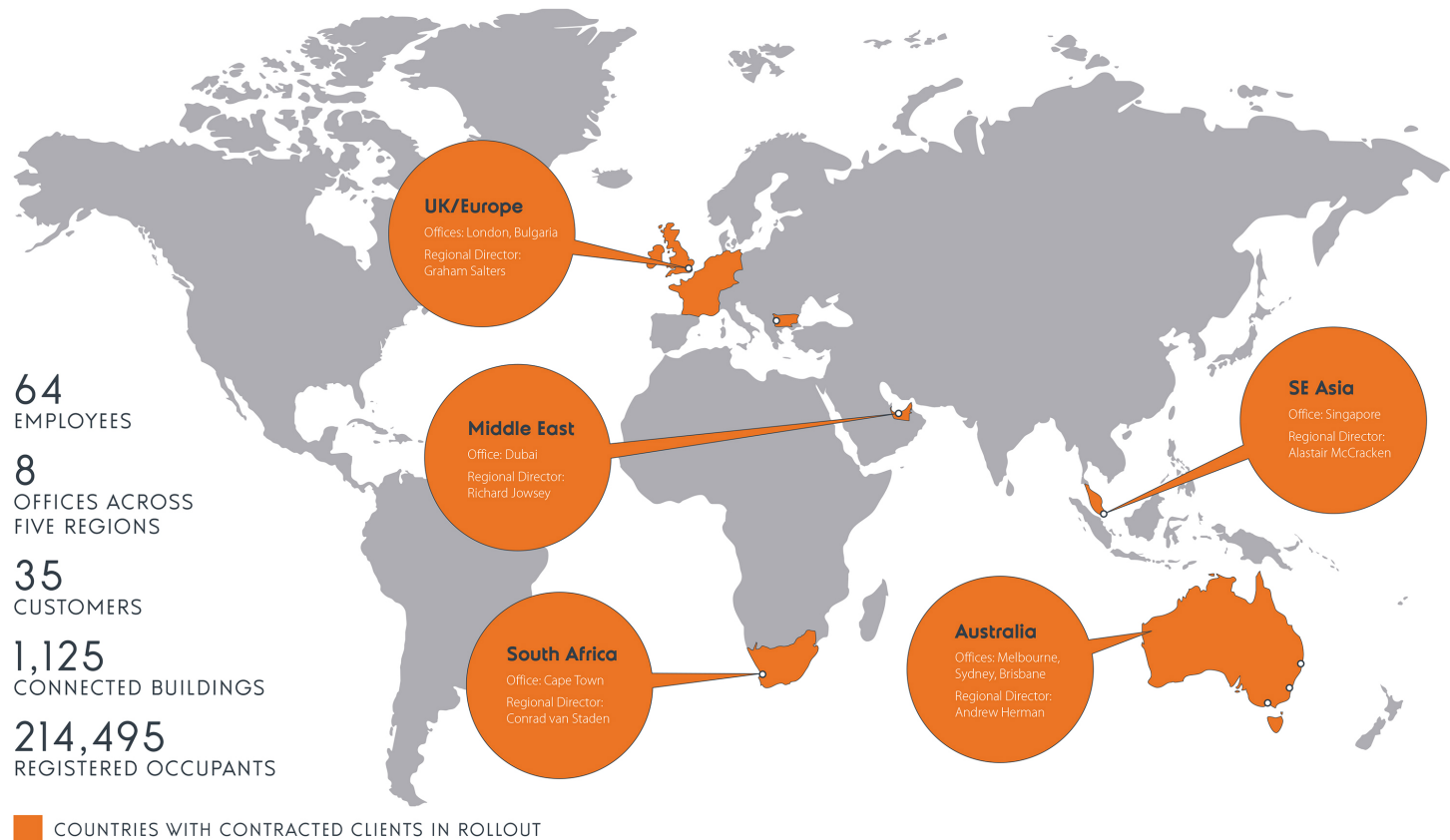
**Tier 3 'Man in Van' Service**  
**Providers**

**Thousands**  
of companies



# A Global Company

During FY2015, Urbanise expanded its team in key geographies and **secured 15 new client service agreements** across **five key regions**



# Expanding Range of Platform Usage Fees



Asset  
Maintenance

**\$100**

per building  
account / month



Strata  
Management

**\$2.00**

per unit account /  
month



Mobile  
Workforce

**\$50**

per workforce  
account / month



Operation  
Centre

**\$25**

per agent account /  
month



Asset  
Monitoring

**\$10-25**

per smart sensor /  
month



Utility  
Reporting

**\$25**

per smart meter /  
month



Service  
Catalogue

**\$2.50**

per occupant  
account / month



Customer  
Portals

**\$1,000**

per portal / month

Note: These are 'Starting From' prices and are representative of how Urbanise build up prices in a value-based pricing mechanism



# Urbanise Fee Models\*



## Enterprise Platform Activation

Pre-configuration of platform aligned to Client Business Model and organisational size. Existing business data is cleansed and imported along with tailored training programs for operational staff.



## Percentage of Revenue

Well understood, good for new customers who don't have an established existing revenue model.



## Fee Per Job Processed

Almost all Urbanise customers process hundreds/thousands of jobs per week.

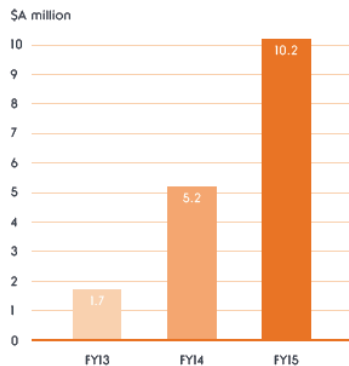
\*The revenue generated by Urbanise will vary depending on the customers rate of adoption (including roll out) within the customers own business. Generally, a customer uses the platform for a small percentage of its overall business needs and then grows over time.

# FY2015 Year at a Glance

## Revenue

**\$A10.2 MILLION**

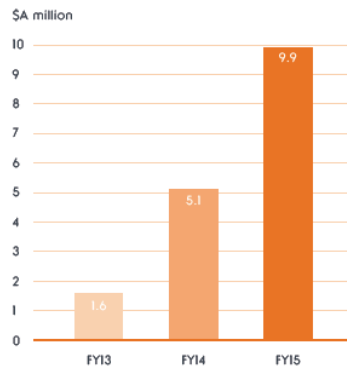
▲ Up 96% on FY14



## Gross Profit

**\$A9.9 MILLION**

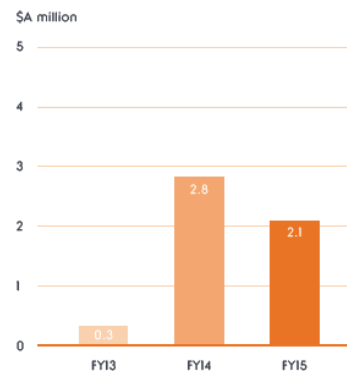
▲ Up 94% on FY14



## EBITDA

**\$A2.1 MILLION**

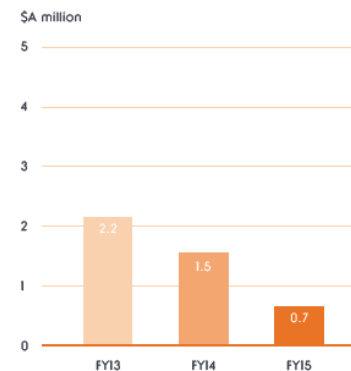
▼ Down 25% on FY14



## NPAT

**\$A0.7 MILLION**

▼ Down 53% on FY14



## Underlying FY15 EBITDA

**\$A3.5 MILLION**

▲ Up 25% on FY14

## Underlying FY15 NPAT

**\$A1.7 MILLION**

▲ Up 14% on FY14



# Statutory to Underlying EBITDA

A\$'000

<b>Statutory Result</b>	<b>2,089</b>
IPO costs	105
Mystrata acquisition and integration	323
Previous year costs	146
One-off costs of establishing new territories	347
June Mystrata loss	19
ESOP upside share performance	201
Lower R&D recoveries	300
<b>Underlying EBITDA</b>	<b>3,530</b>

# Future of service delivery for buildings, communities and cities...







# Forward looking statements

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